Amy Wheelock - Biography

Amy Wheelock received her Master of Business Administration in Marketing from the University of Texas in May 1995. She began working for Philip Morris as a Summer Intern in the Houston Sales office in 1994. As an intern, Amy performed pricing analysis and developed a system for the distribution of promotional product throughout Section 36. She returned to PM upon graduation as a NY-based associate in the company's MBA Development Program. Her first rotation was in the Business Reporting department of Marketing and Sales Information. There, Amy assisted in the research, analysis and compilation of market reports and presentations for senior management. Additionally, she performed an in-depth analysis of Brand Popularity Perceptions among smokers. Amy began her second rotation in PED on January 15, working under Judy Smith. Here, she plans to develop a Leadership Workshop and accompanying documentation to enable NY Marketing Personnel to obtain an overview of PM's Richmond Operations in order to facilitate communication and learning between individuals in NY and Richmond.

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